

mobile device includes an identification card by which a user of the telecommunications mobile device is identified;

reproducing, by the telecommunications mobile device, the media program on a display of the telecommunications mobile device;

displaying information, corresponding to the received digital data, on a display of the telecommunications mobile device;

entering a command by the user;

preparing a message corresponding to the entered command, the prepared message including at least one data field from the received digital data and an identification of the user determined from the identification card; and

sending the prepared message over a mobile radio network.